



Curriculum Vitae

Hosam Al-Samarraie, Ph.D.

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BIO

I am currently working as a senior lecturer at the Centre for Instructional Technology & Multimedia of Universiti Sains Malaysia. My background in Information Technology has influenced my work within multimedia, typography, and visual communication in a number of ways. My border research area is in Human Computer Interaction (HCI) with emphasis on visualization, clustering, and prediction of patterns and/or knowledge. I am also interested in examining various behavioural contexts in multi-disciplinary areas. This include the use of different machine learning tools to predict and examine the association between *behaviour spatial context*, *behaviour correlation context*, and *behaviour temporal context*. My recent projects have focused primarily on information visualization for effective use of learning systems, UX prediction models, visual interaction, and users' brain activation using BCI methodologies.

EDUCATION

- **Doctor of Philosophy**, Universiti Sains Malaysia, Centre for Instructional Technology & Multimedia, 2012
- **Master of Information Technology (IT)**, Universiti Utara Malaysia, School of Arts and Science, Sintok-Kedah, Malaysia, 2008
- **Bachelor of Computer Science** 2006/2007

ACADEMIC/TEACHING EXPERIENCE

Full time senior lecturer at the Centre for Instructional Technology & Multimedia, Universiti Sains Malaysia, April 2012 to Present

- I teach bachelor and master courses related to instructional technology and multimedia
- I supervise Master & Ph.D students.
- I conduct/conducted many research activities related to the human interaction and experience in various contexts. My research work includes elements of learning development, human-machine interaction, knowledge representation, and interface design.

Part time research assistant in the IT Department/Universiti Utara Malaysia, 2007-2008.

- Coordinating students' learning activities.

TECHNICAL EXPERTISE

- Behavioural examination (▪ *Eye tracking* ▪ *EEG Research* ▪ *Mouse tracking*)
- Machine learning (▪ *Weka* ▪ *Matlab* ▪ *RapidMiner* ▪ *R*)
- 3D modeling (▪ *3D Max Studio* ▪ *Blender* ▪ *Maya Autodesk*)
- Multimedia authoring (▪ *Flash professional* ▪ *Photoshop* ▪ *After-affect* ▪ *Dreamweaver* ▪ *SoundBooth*)
- Statistical tools (▪ *SPSS* ▪ *AMOS* ▪ *PLS*)
- Approach (▪ *OOSD* ▪ *TDD* ▪ *SDLC* ▪ *UML* ▪ *ADDIE*)

PROFESSIONAL BACKGROUND

- Part time UI designer at E2Pages Co Ltd (710953-A), Gurney Tower, Penang, Malaysia, 2008-2010
 - Coordinating the team members in different projects.
 - Design web applications.
 - Solve display related issues.

COURSES TAUGHT

Postgraduate

- QIM 505: Human Computer Interaction
 - Interface & Pedagogical Principles; Computer Design Skills; Design Theories & Principles
- QIM504: Multimedia Authoring
 - Multimedia Elements; Animation Design; Audio Editing; Video Editing; Web Design
- QIM506: 3D Visualization & Animation
 - Visual Design; 3D Modeling & Simulation; Animation Principles

Undergraduate

- PGT201: Instructional Technology Practices
 - Learning management practices; Emerging technology in learning; effective learning outcomes
- QMT222E: 3D Visualization and 2D Animation
 - Geometry modeling; Animation principle; 2D & 3D Effects

Note: All classes are taught in English

COMMITTEE RESPONSIBILITIES

- | | |
|----------------|-------------------------------|
| • 2012/Present | Faculty Review Committee, USM |
| • Spring, 2013 | Principal investigator, USM |

GRANTS/AWARDS

- The UAEU program for advanced research (UPAR) grant, 2017-2019 [International-Co. Investigator] Title: Adoption and Acceptance of Smart Teaching by Higher Education Instructors.
- University Grant (Universiti Sains Malaysia) 1001/PMEDIA/816288-2015-2017
- FRGS, member, title: Redesigning e-Learning Materials using Cognitive Load Analysis via Eye Tracking devices for Higher Education, USM, 2017-2018.
- Sanggar Sanjung Award, USM, 2017
- Sanggar Sanjung Award, USM, 2016
- Sanggar Sanjung Award, USM, 2014
- USM-Short term grant, 304/PMEDIA/6313013, 2013-2015
- USM Post Graduate Grant (1/09) No.1001/PMEDIA/844008, 2010-2012
- USM Fellowship (1/09) 2009-2011

ASSOCIATIONS/MEMBERSHIPS

- IEEE Membership: ID: 92985580
- ACM Membership: ID: 4706728

INT. COLLABORATION

- King Saud University, Saudi Arabia, 2015-present, research related to e-learning design and development
- United Arab Emirates University, UAE, 2015, research related to modeling of learners' e-learning usage
- Massey University, New Zealand, 2014, School of CS
- Auckland University, New Zealand, 2013, research related to the design of structured e-learning system.

PUBLICATIONS IN PEER-REVIEWED JOURNALS

- **Al-Samarraie, H.** & Al-Hatem, A. I. (2017). The Effect of Web Search Result Display on Users' Perceptual Experience and Information Seeking Performance. *The Reference Librarian*, 1-9.
- **Al-Samarraie, H.**, Teng, B. K., Alzahrani, A. I., & Alalwan, N. (2017). E-learning continuance satisfaction in higher education: a unified perspective from instructors and students. *Studies in Higher Education*, 1-17.
- **Al-Samarraie, H.**, Eldenfria, A., & Dawoud, H. (2017). The impact of personality traits on users' information-seeking behavior. *Information Processing & Management*, 53(1), 237-247.
- **Al-Samarraie, H.**, Sarsam, S. M., & Guesgen, H. (2016). Predicting user preferences of environment design: a perceptual mechanism of user interface customisation. *Behaviour & Information Technology*, 35(8), 644-653.
- **Al-Samarraie, H.**, Sarsam, S. M., Alzahrani, A. I., Alalwan, N., & Masood, M. (2016). The role of personality characteristics in informing our preference for visual presentation: An eye movement study. *Journal of Ambient Intelligence and Smart Environments*, 8(6), 709-719.

- **Al-Samarraie, H.**, Selim, H., Teo, T., & Zaqout, F. (2017). Isolation and distinctiveness in the design of e-learning systems influence user preferences. *Interactive Learning Environments*, 25(4), 452-466.
- **Al-Samarraie, H.**, & Ahmad, Y. (2016). Use of design patterns according to hand dominance in a mobile user interface. *Journal of Educational Computing Research*, 54(6), 769-792.
- **Al-Samarraie, H.**, Sarsam, S. M., & Umar, I. N. (2017). Visual perception of multi-column-layout text: insight from repeated and non-repeated reading. *Behaviour & Information Technology*, 36(1), 75-84.
- **Al-Samarraie, H.**, Eldenfria A., & Alzahrani, A., Alalwan, N. (*under review*). Modeling Interactive User Experiences with Mobile Design Patterns Using the DEMATEL Approach. *Behaviour & Information Technology*. *ISI-Taylor*
- **Al-Samarraie, H.**, Selim, H., & Zaqout, F. (2016). The effect of content representation design principles on users' intuitive beliefs and use of e-learning systems. *Interactive Learning Environments*, 24(8), 1758-1777.
- **Al-Samarraie, H.** & Sarsam, S. (*under review*). Exploring how dominant personality trait can predict users' preferences of visual design display. *International Journal of Human-Computer Interaction*.
- Dawoud, H. M., **Al-Samarraie, H.**, & Zaqout, F. (2015). The role of flow experience and CAD tools in facilitating creative behaviours for architecture design students. *International Journal of Technology and Design Education*, 25(4), 541-561.
- **Al-Samarraie, H.**, Teo, T., & Abbas, M. (2013). Can structured representation enhance students' thinking skills for better understanding of E-learning content? *Computers & Education*, 69(0), 463-473.
- Anbar, M., S. Manickam, **Al-Samarraie, H.**, Chai, K. S., & Baklizi, M. (2011). Behaviour based worm detection and signature automation. *J. Comput. Sci.*, 7(1), 1724-1728.
- Shakeel, A., Adli, M., Bashir, A., Arjamand, B., & **Al-Samarraie, H.** (2009). Comparative Study of Congestion Control Techniques in High Speed Networks. *International Journal of Computer Science and Information Security*, 6(2), 222-223.

PUBLICATIONS IN SCOPUS CONFERENCES

- Abdulhassan, R. S., Masood, M., & **Al-Samarraie, H.** (2011, January). Semiotic differences of Macintosh Os X & Microsoft Windows 7 based on metaphors and interpretation. *Second International Conference on Intelligent Systems, Modelling and Simulation (ISMS)* (pp. 209-213). *IEEE*.
- Ayyad, R., Masood, M., **Al-Samarraie, H.** & Abbas, M. (2010, September). An Optimization of CPS Model in Computer Games Development for Non-

Programmers. *Second International Conference on Computational Intelligence, Modelling and Simulation (CIMSIM)* (pp. 125-128). IEEE.

- **Al-Samarraie, H.**, Abbas, M., & Naufal, I. (2010, May). The Design and Development of Exceptional Representation Based on Domain Ontology and Multi-Agent Systems for E-Learning Purposes. *Fourth Asia International Conference on Mathematical/Analytical Modelling and Computer Simulation (AMS)* (pp. 517-520). IEEE.
- **Al-Samarraie, H.**, Abbas, M., Ahmad, S., & Mustafa, A. (2010, January). Intelligent Agent System Architecture for Presenting Health Grid Contents from Complex Database. *2010 International Conference on Intelligent Systems, Modelling and Simulation (ISMS)*, (pp. 38-42). IEEE.

INTERNATIONAL ACTIVITIES

- Position: Reviewer

Journal: Journal of Computers & Education/ELSEVIER

Journal: Journal of Neurocomputing/ ELSEVIER

Journal: Interactive Learning Environment/Taylor

Journal: Interacting with Computers/Oxford

- Position: Conference Co-organizer

Conference: Global Conference for Academic Research 8-11-June 2012 KL, Malaysia

- Position: Invited Editor

Conference: Global Conference for Academic Research on Electronics Engineering, Advanced Communication and Information Technology 8-11-June 2013 KL, Malaysia

- Position: Program Chair

Conference: Third International Conference on Computational Intelligence, Communication Systems and Networks, 24-26 July 2012, Phuket, Thailand

Conference: I³SITE (Informing Science + IT Education) Conference/Italy, Serbia, and Canada/2010, 2011, and 2012

- Position: TCP Member for EMS2011, CIMSIm2011, CICSyN2011, AMS2011, UKSIM 2011, and, ISCI 2015.

Conference: International Conference, UK, Malaysia, Indonesia, Spain, and Italy

SUPERVISION

PhD. As a main supervisor

- JAMES USSHER [Proposal writing]
- ATEF HAMZA ELDENFRIA [Waiting for viva]
- MUBARK, WALEED HASSAN S [Proposal writing]
- GHASSAN THABIT JEBUR [Proposal writing]
- RIYAD A. H. AYYAD [Graduated]
- SAMER MUTHANA RAOUF [Graduated]
- LAILA MUBARAK AL-OMAIRI [Proposal writing]
- MOHD YUSOF BIN AHMAD [Proposal writing]
- NORIA SAEED BAANQUD [Waiting for viva]

PhD. As a Co. supervisor

MOHAMED ELHADI M. SHARIF [Graduated]

SATAR HABIB MNAATHR [Graduated]

Master. As a main supervisor

Kim [Malaysia] [Graduated]

Yii Toe [Malaysia] [Graduated]

Hamed Khalifa [Oman] [Graduated]

Ali Sadiq [Sudan] [Graduated]

Mhd. Yusof [Malaysia] [Graduated]